Ideation Workshop Script

Workshop Details

- **Problem Statement**: *How might we provide relevant and on-demand information about the environmental and social impact of the Olympics through our platform?*
- **Participants**:
  - **B** (Leader), **C** (Time-Keeper), **A** (Logistics).
- **Objective**: To develop concepts for a platform that delivers impactful, real-time data on the environmental and social effects of the Olympics, providing transparency and actionable insights for audiences.

Workshop Objective

The goal is to brainstorm and develop feasible ideas for a platform that informs users about the Olympics' environmental and social impacts in real time, with a focus on relevance, accessibility, and clarity.

Ice Breaker (10 Minutes)

Activity: *"Environmental Footprint Journey"*

Each participant shares one environmentally-friendly or community-based action they practiced recently. This could be as simple as using reusable bags or participating in a local community event. This ice breaker helps set a sustainability mindset, relevant to the session's theme.

Workshop Steps

Step 1: Understanding the Context (10 Minutes)

- **Instructions**: The leader (B) introduces the problem statement and discusses its background.
- **Task**: Participants take 2 minutes to note down their thoughts on:
  - The types of data or information users might seek about the Olympics' environmental and social impact.
  - Potential issues or barriers users might face when accessing this information.

Step 2: Brainstorming Concepts (20 Minutes)

- **Instructions**:

- Leader (B) guides a brainstorming session where each participant suggests two or more platform concepts or features.
- Ideas should focus on **real-time updates**, **relevance to a global audience**, and **user-friendly formats**.
- **Time Schedule**:
  - 5 minutes of silent ideation where participants jot down initial ideas individually.
  - 15 minutes of sharing and refining ideas as a group, with Leader B ensuring each participant contributes.

Step 3: Refining Ideas (15 Minutes)

- **Instructions**:
  - The time-keeper (C) sets the timer for each concept refinement round (5 minutes per concept).
  - Logistics (A) takes notes on the ideas and organizes any necessary tools or props.
- **Task:**
  - Participants elaborate on their ideas, providing further details or adjustments to enhance feasibility, user engagement, and relevance.

Step 4: Idea Selection and Voting (10 Minutes)

- **Instructions**:
  - Each participant rates the refined ideas on a scale from 1 to 5 based on **Impact**, **Feasibility**, and **User Engagement**.
  - Leader (B) facilitates the voting, collecting and tallying each participant's scores.
- **Outcome**: The top two ideas proceed for further exploration and discussion.

Time Schedule

Stage	Activity	Time Allocated
Ice Breaker	Environmental Footprint Journey	10 minutes
Understanding Context	Group Discussion	10 minutes
Brainstorming Concepts	Silent Ideation + Sharing Ideas	20 minutes
Refining Ideas	Concept Refinement	15 minutes
Idea Selection & Voting	Rating and Selecting Top Ideas	10 minutes
Total Time		65 minutes

Voting Process

Participants will rate each idea according to:

1. **Impact**: How effectively it informs users about the social and environmental impact of the Olympics.
2. **Feasibility**: Practicality of implementing this idea within the platform.
3. **User Engagement**: Likelihood of sustaining user interest and engagement.

The top-rated idea will be selected as the main concept for development.